

**Saginaw Bay Coastal Initiative**  
**Tourism Group**  
**August 23, 2007**  
**Meeting Summary**

Jim Bredin, Michigan Department of Environmental Quality and Shirley Roberts, Bay Area Convention and Visitors Bureau welcomed the work group members.

At the previous meeting the work group decided that prior to taking the next steps that could lead to the need for a more structured organization the work group should make sure that each of the counties within the 5-county area have an opportunity to participate in the development phases of the effort. Prior to the August meeting DEQ Director Steven Chester contacted each county to allow them the opportunity to appoint someone to represent the individual interests of that county while developing mutually agreed upon efforts from a regional perspective. The following appointments have been made: Saginaw County-Jim Koski, Tuscola County-Chuck Frost, Huron County-Commissioner Clark Elftman, and Arenac County-Commissioner Joseph Sancimino. Appointments have not been received from Bay and Iosco counties.

The work group reviewed a number of on-line tourism web sites including Michigan's West Coast, VisitDetroit, WMTA, UPTRA and others.

The work group discussed the development of proposal(s) for future efforts of the group. The work group would like to pursue funding for:

- Development of a web site itself (see Mi Great Bay Draft Website Outline
- Development of information, using the inventory, for the web site, and
- Development of mapping capabilities for the web site.

Jim Hergott, Saginaw Bay RC&D agreed to develop and submit a proposal for Saginaw Bay WIN funding consideration.

The next meeting of the work group is scheduled for Thursday, September 27th at 1:00 at the Bay Area Convention and Visitor Bureau at 901 Saginaw Street in Downtown Bay City in the Commerce One Building.

# **Mi Great Bay Draft Website Outline**

## **Home Page:**

- The Saginaw Bay Brief history & overview; map w/GIS\*

## **Navigation/Feature Pages:**

- Great Bay Coastal Communities Brief overview of each & link to individual websites
- Sightseeing Itineraries Themed itineraries
- Accommodations List of accommodations; links to each
- Campgrounds List of campgrounds; links to each
- Fishing & Hunting Resources List with links to each
- Water Trail Brief overview of trail & resources
- Birding Brief overview of resources
- Shopping & Dining List with links
- Area Attractions List with links

## **Other Links**

- Travel MI
- DNR
- State Birding organization(s)
- Canoe/Kayak organization(s)

\*Map would be a static element on each page. Layers would automatically appear depending on feature page selected. For example, “Sightseeing Itineraries” would result in a layer showing driving routes; “Accommodations” would result in a layer showing locations of hotels, motels and B&Bs; etc.